



ms

Multiple Sclerosis
New Zealand

Bangers to Bluff 9 April - 20 April 2024 SPONSORSHIP PROPOSAL



Kia ora!

We're Multiple Sclerosis New Zealand, the national organisation delivering advocacy, information, awareness and education so people living with MS can independently live their best lives.


We need your support!

For more information or to discuss becoming a sponsor, please contact:



Emily Smith
MSNZ Fundraising Coordinator
emily.smith@msnz.org.nz
03 366 2581

BANGERS TO BLUFF




The '**Bangers to Bluff**' car rally is an annual charity event organised by the Rotary Club of Half Moon Bay (Inc), where teams travel from Auckland to Bluff, on a carefully crafted route through spectacular Aotearoa New Zealand on 'roads less travelled'.

The challenge is to **drive a car costing less than \$2000 from Auckland to Bluff** and finish at Invercargill. The 2024 event will be the ninth year the Rally has run and the fifth time Multiple Sclerosis New Zealand (MSNZ) has been a masthead charity. The event has raised in excess of \$300,000 for charity, of that, MSNZ and our regional societies have received over \$170,000.

A unique and rich experience, not only setting the scene for lifelong friendships and opportunities for travel, but also supporting a number of charities.

Money is raised through car registrations, sponsorship, donations and auctioning the cars at the end of the event in Invercargill. Proceeds are donated to the event's Masthead charity, Multiple Sclerosis New Zealand as well as other charities supported by the Rotary Club of Half Moon Bay, including MS societies the rally meets on-route.

OUR INVOLVEMENT



MSNZ has been a grateful participant of the rally since 2018, testament to the mutually supportive relationship we have built. 2021 was the first year we entered our own banger, driven by volunteer team '**Keep Smyelin**'. The awareness, goodwill and advocacy opportunities experienced always exceeds our expectations, encouraging us to join the rally again.

In 2023, **\$38,900 was raised for MSNZ** and **\$11,100 for Regional MS Societies**.

One of our team, Graham, who has Primary Progressive MS, once again took his road bike and rode approximately 40km at dawn each day ahead of the cars to increase awareness of the event and the wide ranging impact of Multiple Sclerosis. As in previous years, this continued to be very successful, and he plans to do this again (weather permitting). After all, **exercise is medicine!**



MSNZ are searching for **sponsorship** for our entry in the rally. We would love to take you with us on this journey! Can you help?

Our sparkling silver banger is perfect for displaying your logo, showing your commitment to our followers and supporters as it travels from Auckland to Bluff.

Our banger will be driven by rally team "Keep Smyelin", two of our most dedicated volunteers **Graham Walker** and **Jeff Silvester**.



Sponsorship Packages:

Platinum Sponsorship: \$2000 - \$5000 plus GST

*Includes 2 decals on our MSNZ Banger and up to 10 rally Bangers.
Plus the opportunity to have your decals on all vehicles (additional cost to cover the additional cost per decal per vehicle).*

Eg: Choose to have 2 decals for 10 additional vehicles, additional cost to sponsor would be $10 \times 2 \times \$25 = \500 plus GST. To be invoiced separately

Gold Sponsorship: \$1000 - \$1999 plus GST

Includes 2 decals on our MSNZ Banger

Digital coverage only - From \$250

*Digital coverage on MSNZ website, newsletters and social media
(combined followers approx. 7000)*

All sponsors will receive logo placement on our fundraising website and a message of thanks in our event communications.

We are happy to **tailor packages** to meet your requirements.
Please contact us to discuss further.

Signage will be prepared and printed by Bangers to Bluff and displayed on the MSNZ car until donated to the Rotary Club and auctioned in Invercargill in April 2024.

MSNZ reserves the right to accept or decline any offers of sponsorship if it does not fit with our brand or ethos.





Multiple Sclerosis
New Zealand

WHO WE ARE AND WHAT IS MS?



At MSNZ we aspire to be *'The National Leader for Service Excellence in Multiple Sclerosis'*. Over the next 10 years we are paving the way for the delivery of a consistent **national service, accessible and valued by all** who are touched by MS – from clinicians to people with MS, their carers and whānau.

We support **18 Regional Societies across Aotearoa** to deliver support and services for people affected by MS. Each society employs trained community support staff, helping people to live well in their communities.

MSNZ endeavours to lead excellence in MS care, raise awareness and advocate on national issues which impact the quality of life of MS communities. Providing evidence-based information that supports and encourages people to take control of their diagnosis and condition.

Over **4100** New Zealanders are **diagnosed** with MS, a chronic health condition, and the **most disabling non-traumatic condition for young people globally**.



In MS, the protective myelin surrounding the nerves becomes damaged, disrupting the signals that are sent from the brain to various parts of the body. Damage impacts **cognition, vision, speech, swallowing, fatigue, movement, nerve sensations**, the **bladder** and the **bowel**. Many symptoms are **complex** and **unseen** making the condition hard for many to understand. The course of a person's condition and symptoms is relatively unknown and different for each individual.

You can learn more by watching our short video: ['What is MS'](#).

HOW WILL YOUR SPONSORSHIP HELP?



In the last two years, **thanks to our supporters**, MSNZ has celebrated multiple advocacy successes, which are having a profound effect on the MS community, those diagnosed and their whānau. Over **2,000 New Zealanders can now stay on treatment for significantly longer**, or at the time of diagnosis, avoiding the risk of a relapse and disability progressing. Now many of those previously unable to access any treatments are given hope for their future.



MS Brain Health Team Award - MSNZ's work to widen the Special Authority Criteria was awarded the **UK's Oxford Health Policy Forum Team Award in the 2023 MS Brain Health Awards** for "creating a better future for people living with multiple sclerosis and their families". The team award acknowledged all the support MSNZ received over the 8 year campaign.

A beacon of hope for those with Primary Progressive MS - In October 2023, after 7 years of advocacy by MSNZ, **Pharmac announced funding of Ocrelizumab** for those with primary progressive MS (PPMS). Until now, those diagnosed with PPMS had little hope of delaying the progression of their condition and disability. Ocrelizumab is proven to maintain **mobility and independence, allowing people to continue working, supporting their whānau, and living well.**

Autologous Hematopoietic Stem Cell Treatment (aHSCT) - In July 2022, following a year of campaigning, MSNZ **presented 10,903 signatures to ACT Deputy Leader Brooke van Velden outside Parliament.** The petition called on the government and Te Whatu Ora to make aHSCT an available treatment option.

On 30 May 2023, World MS Day, MSNZ introduced on our webinar, the **first MS patient to receive aHSCT for MS in New Zealand.** Neurologist's nationally have since established an access criteria and committee to review future potential candidates for treatment.

What's next? Your support will help us address inequities in access to services and health and wellbeing. Of priority will be:

- Progressing access to **aHSCT** to be an available treatment option.
- Reviewing the barriers for accessing **Community Services Cards** and the services attainable with the cards.
- Addressing the economic, health and wellbeing impact of MS on **carers.**
- Advocating for unmet needs of **treatments for those with progressive MS.**
- Raising how a **health care system in crisis** is impacting access to **diagnosis, treatment and ongoing MS management** which in turn impacts health and wellbeing outcomes.





**TUE 9
APRIL**

Auckland to Taupo

**WED 10
APRIL**

Taupo to Wanganui

**THUR 11
APRIL**

Wanganui to Masterton

**FRI 12
APRIL**

Masterton to Blenheim

**SAT 13
APRIL**

Blenheim

**SUN 14
APRIL**

Blenheim to Westport

**MON 15
APRIL**

Westport to Greymouth

**TUE 16
APRIL**

Greymouth to Franz Joseph

**WED 17
APRIL**

Franz Joseph to Wanaka

**THUR 18
APRIL**

Wanaka

**FRI 19
APRIL**

Wanaka to Gore

**SAT 20
APRIL**

Gore to Bluff. Invercargill for the grand finale auction & prizegiving dinner.